

Sir and/or Madam:

I am expressing my request for your organization to soundly reject the petition put forth by the National Association of Broadcasters (#04-160).

As an individual involved with marketing and communications, it is easy to understand why the NAB is interested in thwarting the free enterprise success of satellite radio. As a satellite radio subscriber, it is also easy to understand why the NAB feels threatened. Just as satellite television is a viable alternative to cable and broadcast television, satellite radio serves the purpose of providing consumers with a choice. Satellite radio provides a level of quality that is unmatched by broadcast radio entities. Furthermore, there is no better option for listening variety in areas with limited or no broadcast radio coverage.

Thank you for your consideration of my viewpoint. With your "no" vote on #04-160, consumers will continue to benefit from the choices that keep our market economy thriving.